

ORDER



KSNV

Orders	Order / Rev:	107678
	Alt Order #:	06862317
	Product Desc:	ISSUE
	Estimate:	2028
	Flight Dates:	10/11/12 - 10/20/12
	Original Date / Rev:	10/10/12 / 10/10/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Waterfront Strategies
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	HMP/ AFSCME
	Demographic:	A35+
	Product Codes:	PLI2
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	49	\$110,300.00	\$93,755.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$110,300.00	\$93,755.00	0.00
Totals	49	\$110,300.00	\$93,755.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	36%	\$110,300.00
Market	100%	\$306,388.89

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$85,788.89
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$55,150.00
KTUD	1%	\$3,063.89
KVVU	14%	\$42,894.44
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$9,191.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/17/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
				M-F 5-6a WakeUp w/Wagners											
				WAKE UP WITH THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--		4				\$1,200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/17/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					4	\$1,200.00		0.00			
E 2	KSNV	10/11/12	10/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	3	\$2,000.00	1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					3	\$2,000.00		0.00			
E 3	KSNV	10/11/12	10/17/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	2	\$3,800.00	1	0.00	NM	2	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					2	\$3,800.00		0.00			
E 4	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$1,000.00		0.00			
E 5	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$2,000.00		0.00			
E 6	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY News 3 Today - SAT News 3 Today	CM	9am-930am	-----S-	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$1,500.00		0.00			
E 7	KSNV	10/11/12	10/17/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					3	\$1,000.00		0.00			
E 8	KSNV	10/11/12	10/17/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					3	\$1,000.00		0.00			
E 9	KSNV	10/11/12	10/17/12	Days of our Lives Days of our Lives DAYS OF OUR LIVES	CM	1258p-2pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					2	\$1,000.00		0.00			
E 10	KSNV	10/11/12	10/17/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					3	\$650.00		0.00			
E 11	KSNV	10/11/12	10/17/12	Dr. Phil Dr Phil DR. PHIL	CM	3-4p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					3	\$1,200.00		0.00			
E 12	KSNV	10/11/12	10/17/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR	CM	4-5pm	MTWTF--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--					2	\$1,800.00		0.00			
E 13	KSNV	10/11/12	10/17/12		CM	4-5pm	MTWTF--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00

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				NEWS 3 at 4 (1 HOUR)												
				4PM NEWS (1 hour)												
				NEWS 4 AT 430P												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--					2	\$1,800.00		0.00				
E 14	KSNV	10/11/12	10/17/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$3,600.00	1	0.00	NM	2	\$7,200.00	
				M-F Early News												
				on 10/3, 10/11,50/16,10/22												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--					2	\$3,600.00		0.00				
E 15	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$1,050.00	1	0.00	NM	1	\$1,050.00	
				WKND Jeop/Wheel												
				JEOPARDY/ Wheel of Fortune												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-					1	\$1,050.00		0.00				
E 16	KSNV	10/11/12	10/17/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF--	:30	5	\$3,400.00	1	0.00	NM	5	\$17,000.00	
				M-F Jeopardy/Wheel of Fortune												
				JEOPARDY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--					5	\$3,400.00		0.00				
E 17	KSNV	10/11/12	10/17/12	FacetoFace/Ralston Rep	CM	730-758pm	MTWTF--	:30	3	\$1,800.00	1	0.00	NM	3	\$5,400.00	
				FacetoFace/Ralston Report												
				FACE TO FACE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--					3	\$1,800.00		0.00				
E 18	KSNV	10/15/12	10/15/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00	
				Monday Prime 8-10pm												
				THE VOICE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----					1	\$8,000.00		0.00				
E 19	KSNV	10/17/12	10/17/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00	
				Wednesday Prime 9-10pm												
				LAW & ORDER												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----					1	\$8,000.00		0.00				
E 20	KSNV	10/19/12	10/19/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00	
				Friday Prime 10-11pm												
				DATELINE NBC												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--					1	\$6,400.00		0.00				
E 21	KSNV	10/14/12	10/14/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00	
				Jeopardy in Prime												
				Jeopardy												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S					1	\$2,400.00		0.00				
E 22	KSNV	10/11/12	10/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$2,800.00	1	0.00	NM	2	\$5,600.00	
				M-F News 3 at Eleven												
				NEWS 3 NIGHTSIDE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/11/12	10/17/12	MTWTF--					2	\$2,800.00		0.00				
E 23	KSNV	10/14/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	2	\$2,800.00	1	0.00	NM	2	\$5,600.00	
				Sa-Su News 3 at Eleven												
				NEWS 3 NIGHTSIDE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S					2	\$2,800.00		0.00				
														Totals	49	\$110,300.00